



CITY OF FRESNO

# MEDIA ADVISORY

ANDREW T. SOUZA, CITY MANAGER

May 9, 2007

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## City of Fresno Gets Serious About Salt

**WHAT:**

Safe, clean, affordable water for residential, agricultural and industrial use profoundly impacts both economic development and the quality of life in the Central Valley. "Salt" is threatening our groundwater supply, and the City of Fresno is tackling the problem head-on.

On **Thursday, May 10** the City of Fresno will host a press conference to announce ways that residential water users can help alleviate our salinity problem. These are simple solutions that can make a big difference.

Salt is a generic term used to describe certain pollutants that cannot be treated at the Regional Wastewater Treatment Facility in an economically feasible manner. Therefore each day as more and more salts are being released into our wastewater stream, they have the potential to degrade our water quality over time. The quality of our water is at the top of people's minds as 2007 turns out to be one of the driest years on record, and more people turn to groundwater pumping to replenish their water supplies. The time for the City of Fresno and its residents to take action is now.

Being proactive on the salinity issue supports the Fresno Green Plan's Strategy 21, which challenges the City to increase the use of recycled water by 10% and implement a sustainable urban watershed planning process based on sound economic, social and environmental principles.

**WHO:**

Jon Ruiz, Assistant City Manager, City of Fresno  
Rene Ramirez, Public Utilities Director, City of Fresno  
Steve Hogg, Public Utilities Assistant Director, City of Fresno  
Al Smith, CEO, Greater Fresno Area Chamber of Commerce  
Pamela Creedon, Executive Officer, Central Valley Regional Water Quality Control Board

**WHEN:**

**Thursday, May 10, 2007**  
**11:15 a.m.**

**WHERE:**

Copper River Ranch Wastewater Treatment Facility  
1766 East Copper Avenue  
Fresno, Ca

Photo Opportunities: The Copper River Wastewater Treatment Facility, residential construction and Copper River Golf Course, depicting a perfect example of a community within a community thinking "green" to assist the City, ensuring all of the water used in the community is reused and recycled.

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Fresno, a culture of excellence where people get the best every day.